

**THE ARTISTIC USES OF METAPHORS IN CONSTRUCTING
MEANINGS AND MESSAGES IN NEW GENERATION SONGS IN
TANZANIA**



By

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ABSTRACT

This study is about the artistic use of metaphors in Kiswahili new generation songs in Tanzania. The purpose of investigating metaphors was to examine the artistic uses of metaphors in constructing meaning and messages in new generation songs.

To realize its objectives, the study employed three methods of data collection: interviews, questionnaire and focused discussion groups. The research was conducted in Dar es Salaam. The researcher mainly used the cognitive theory of metaphor to identify, categorize and analyse metaphors and the meanings and messages they construct.

The study found out that the artistic use of metaphors in new generation songs is a complex phenomenon which cannot be seen in isolation unless it combines with other stylistic devices such as metonym, allegory, similes, synecdoche, proverb, symbolism and slang in constructing meanings and messages. Therefore, the audience comprehends meaning of a metaphor on the basis of the context of use, body of knowledge and experience and socio-cultural relations. Furthermore, the study found that the suggestive meaning of metaphors gravitates around certain themes of society such as HIV/AIDS, gender inequality, role of woman, love and sexuality and socio-economy.

This study therefore is anchored in stylistics as a discipline. It draws the attention of the stylist to the question of language use in new generation songs. It shows that meanings and messages are artistically embodied in language devices such as metaphors. It is expected that the insights from the study will help to deepen our understanding of the artistic uses of metaphors in constructing meaning and messages and thus promote our appreciation of metaphors as a driving force behind the attractiveness of new generation songs.